

2 0 1 9

(CBCS)

(2nd Semester)

COMMERCE

(Functional Areas of Business)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(Marks : 10)

Choose the correct answer and put its code in the brackets provided : 1×10=10

1. Wealth maximisation is the acceptable objective because it is
 - (a) value maximisation
 - (b) based on cash flows
 - (c) maximises the market price of shares
 - (d) All of the above[]
2. The financial function for allocation of capital to long-term assets is
 - (a) capital structure
 - (b) capital budgeting
 - (c) working capital management
 - (d) dividend policy[]
3. In mass manufacturing system of production with standardized work, the most suitable is
 - (a) time rate system of wage payment

(b) piece rate system of wage payment

(c) monthly wage payment

(d) None of the above

[]

4. On-the-job training includes

(a) vestibule training

(b) under study

(c) position rotation

(d) All of the above

[]

5. The pricing strategy which sets a very high initial price for the new product so as to make maximum profits is

(a) discriminating pricing

(b) penetration pricing

(c) psychological pricing

(d) skimming the cream pricing

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6. The placing element of the marketing mix refers to

(a) the distribution

(b) the marketing channels

(c) the middlemen/the intermediaries

(d) All of the above

[]

7. The production control function that deals with setting the productive activities in motion through release of orders and instructions in accordance with previous planned timings is

(a) scheduling

(b) routing

(c) expediting

(d) dispatching

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8. The fixation of appropriate size, shape, quality, process, weight and other characteristics as to manufacture a product of desired variety and utility is
 (a) multiplication
 (b) standardization
 (c) simplification
 (d) diversification []
9. The mercantile agent that keeps the goods of others for sale is
 (a) commission agent
 (b) factor
 (c) auctioneer
 (d) broker []
10. The conversion of knowledge and requirement into a form, for use or manufacture is
 (a) product control
 (b) product development
 (c) product design
 (d) product cycle []

SECTION—B

(Marks : 15)

Write notes on the following :

3×5=15

1. (a) Working capital management

OR

- (b) Capital structure

2. (a) Human resource development

OR

- (b) Selection process

3. (a) Product life cycle

OR

- (b) Product planning

4. (a) Plant layout

OR

- (b) Channels of distribution

5. (a) Debt vs. Equity

OR

(b) Product development

(PART : B—DESCRIPTIVE)

(Marks : 50)

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

UNIT—I

1. Explain in detail the functional areas of business. 10
2. Discuss the growing importance and changing role of human resource management in business organization. 10

UNIT—II

3. What is financial management? Explain the scope of financial management. 4+6=10
4. Explain the sources of short-term and long-term finance. 5+5=10

UNIT—III

5. Explain HRM. Explain the process of human resource planning. 3+7=10
6. What is employee welfare? Explain the measure to handle grievances handling and redressal of industrial disputes. 4+6=10

UNIT—IV

7. Explain the meaning and importance of marketing management. 3+7=10
8. What is marketing mix? Explain the promotion mix of marketing management. 3+7=10

UNIT—V

9. What is plant location? Discuss the factors affecting plant location. 3+7=10
10. Explain the meaning and importance of production and operation management. 3+7=10
